

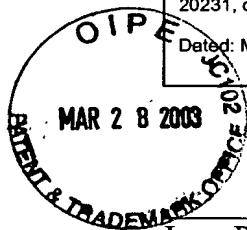
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Dated: March 28, 2003

Signature: Neva M. Dare

(Neva M. Dare)

Docket No.: HO-P02014US0



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Charles B. Forsythe, et al

Application No.: 09/650,299

Group Art Unit: 3621

Filed: August 29, 2000

Examiner: M. Huseman

For: METHOD AND SYSTEM FOR SELECTING
AND PURCHASING MEDIA ADVERTISING

REPLY TO ADVISORY ACTION
AND REQUEST FOR CONTINUED EXAMINATION

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GROUP 3600

Dear Sir:

✓ In response to the Advisory Action mailed on March 7, 2003, Applicant herewith files a Request for Continued Examination in compliance with 37 CFR 1.114 and requests that the Examiner consider the following remarks.

REMARKS

Claims 1-16 stand rejected. Favorable reconsideration and allowance of Claims 1-16 are respectfully requested in light of the following remarks:

The Examiner has rejected Claims 1-16 under 35 USC § 103(a) as being unpatentable over Miller (U.S. Patent 6,338,043) in view of BuyMedia. The Examiner's rejection of Claims 1-16 is respectfully traversed.

"The PTO bears the burden of establishing a case of *prima facie* obviousness." *In re Bell*, 26 U.S.P.Q.2d 1529, 1531 (Fed. Cir. 1993). "A *prima facie* case of obviousness is established when the teachings from prior art itself would appear to have suggested the claimed subject matter to a person of ordinary skill in the art." *In re Rijckaert*, 28 U.S.P.Q.2d 1955, 1956 (Fed. Cir. 1993). A PTO rejection for obviousness is improper when there is